Dear [name]

I write because I am working towards publication of the essays developed from papers presented at the [insert details] as a volume of *Writing Visual Culture* (previously *Working Papers on Design*), a double-blind peer reviewed open access journal hosted by the TVAD Research Group in the School of Creative Arts at the University of Hertfordshire.

 [http://sitem.herts.ac.uk/artdes\_research/papers/wpdesign/index.html](https://netmail.herts.ac.uk/owa/redir.aspx?URL=http%3a%2f%2fsitem.herts.ac.uk%2fartdes_research%2fpapers%2fwpdesign%2findex.html)

To that end, I now write to ask whether you would be kind enough to contribute your expertise as a peer reviewer for the paper attached. The review process is fairly simple. Please give each paper a score from 1 to 4 (with 1 being the best) for the following two criteria:

A)      Relevance to the theme [insert title and characterise core aims/interests]. More information about the project theme is [published at, insert URL] or [is attached here]

B)      Clarity of: the writing; the research question or issue; the context in which it arises and has significance; the outline of the enquiry itself; the contribution/findings of the essay.

This will give you two marks per paper and a maximum score of 8, e.g. 4+3. Please tell us both marks, e.g. 1+2, not "3").

We would like you to score: 1 = strongly recommend acceptance; 2 = recommend acceptance; 3 = marginal acceptance; 4 = marginal rejection/reject.

In addition, we would like to provide brief feedback to the authors and ask that you please supply some constructive criticism that can be forwarded to them.

[INCLUDE THIS PARAGRAPH IF DOING PEER REVIEW VIA EMAIL, NOT THROUGH THE OJS WEBSITE] The papers are presented here in the format received from authors, but we have tried to render them anonymous.  Please refer to the anonymity number at the top of each paper, which should correspond to the filename, e.g. ‘WoK101’.  Please email me if you encounter any problems.

The deadline for scores and feedback is [insert]. I realise that you are busy, but I am very keen that authors should have feedback by then, in order that they might use the subsequent period to revise their work as necessary for a final submission deadline and publication. We greatly value the time and care invested by peer reviewers and their crucial role in upholding the quality and relevance of published scholarship. I would be very grateful if you could help speed the process by letting me know **by return** whether you are able to assist with the Writing Design project as a peer reviewer by the stated deadline.

With all best wishes, and many thanks for your involvement,

[Insert editor(s) name(s)]